

# Advertising Appeals



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## How those high-priced ad agencies mess with your mind.

Advertising cannot create a need for a product or service, because as humans we have the basic needs of food, clothing and shelter. There are some other things that make life a whole lot nicer, though, and advertising can create a desire for certain products and services through the appeals they use to persuade you to part with your money.

- **Transfer or Masculine/Feminine Appeal.** The key to the ad is atmosphere. It creates an impression of a “perfect person”. You see the “perfection” in the ad, and the message you get is that you will “transfer” the qualities to yourself. Examples: Nike--makes you more athletic; Cover Girl--makes you more beautiful.
- **Desire for Possessions.** The ad makes people want to buy or choose a particular product over another. Brand recognition/preference, as in Rolex over Timex, Levis over Roebucks.
- **Luxury and Elegance/Snob Appeal.** Creates a feeling of envy or desire for this “fine” product. Grey Poupon. Pollaner’s All Fruit.
- **Search for Adventure.** Ad gives the impression that buying the product will change your life, fill it with action and adventure. The ad tries to unsettle the viewer. 4-Wheel Drive vehicles.
- **Too Fat/Too Thin/Less than Perfect.** Ad tries to get consumers to change by making them dissatisfied with how they look. (Do you have wrinkles? Are you 10 pounds overweight?)
- **Loving Couples/Romance.** Ad reveals an attraction between the sexes. Extension of masculine/feminine. Buy this product and you’ll have the opposite sex swarming all over you. Fragrances, automobiles, cosmetics, and even products you would never associate with sex appeal, such as flour.
- **Emotional words appeal.** Ad appeals directly to the sensitivity of the consumer. (Marines: The Few, the Proud, the Marines. Army: Be All that You Can Be. Christian Children’s Fund, etc.)
- **Past, Present, Future.** Ad has a concern for time, concentrates on the “youth giving qualities” of a product, such as Oil of Olay, or the life-lengthening qualities of a product, such as Tide.
- **Humor.** Ad evokes a laugh or chuckle from the consumer. Corn Nuts.
- **Endorsement/Prestige identification.** Well-known personality uses the product and pitches it to you. (Bill Cosby and Jell-O; Michael Jordan and Nike)
- **Play on Words.** Uses a catch phrase that conveys a message, uses wit effectively. (Coke Adds Life. The Real Thing)
- **Statistics.** Ad uses facts and figures to prove the quality or the popularity of the product.
- **Plain Folks Appeal/ Slice of Life.** Ad uses an “every day” appeal; uses ordinary people to recommend a product or service.
- **Bandwagon.** Ad shows you that “everybody” is doing it, appeals to you to be a part of the “in” crowd. (Pepsi Generation, Be a Pepper.)

Adapted from Ad Examples Project by Bridget Schimara, Peggy Miller and others